GREATER OSHAWA

Red Feather News

COMMUNITY CHEST

15 COMMUNITY AND WELFARE AGENCIES SERVING OSHAWA AND EAST WHITBY

THE STORY OF THE ROUND CHURCH

In a recent issue of the Saturday Evening Post, a Vermont Insurance Company carried a very interesting advertisement which seemed to me to be very applicable to our efforts here in Oshawa and East Whitby on behalf of the Community Chest.

MURRAY JOHNSTON
Campaign Manager

"In the early nineteenth century, the little village of Richmond, Vermont, boasted no less than five separate religious sects. Each wished a meeting house of its own; none could afford it. So they *joined forces* to raise this unusual sixteen-sided building—each sect using it in rotation on Sundays. Today, the Old Round Church stands as mute testimony to this simple but important fact—*the many can accomplish what the individual cannot.*"

So you see, the need for *"joining forces"* was as necessary 150 years ago as it is today, in order to meet the urgent needs of the community. Your efforts and mine on behalf of the 1949 edition of the Greater Oshawa Community Chest will ever remain as shining proof of the simple, but important fact that *"the many can accomplish what the individual cannot."*

The Salvation Army

The Salvation Army has endeared itself to people of every faith because it always serves humanity at the point of need, at the time of need, regardless of class, creed or color.

Quietly, without red-tape, with little publicity, The Salvation Army stands mobilized 24 hours a day to

(Continued on Page 3)

Help and comfort to those in need provided by the Salvation Army.

1949 - CAMPAIGN OBJECTIVE - $84,000

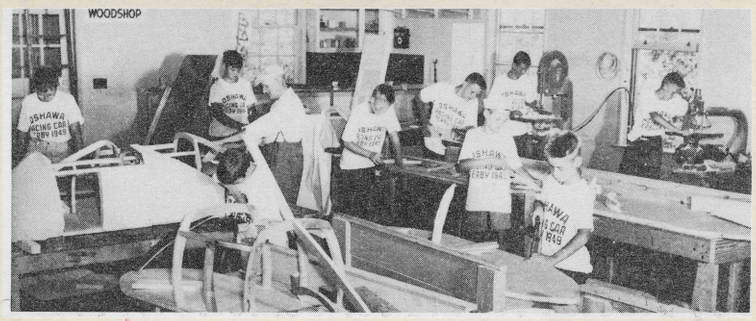
GREATER OSHAWA COMMUNITY CHEST

15 ORGANIZATIONS PARTICIPATING

Canadian National Institute for the Blind	$ 2,600.00
Canadian Legion — Poppy Fund	500.00
Children's Aid Society	5,000.00
Oshawa Boy Scouts Association	9,000.00
Oshawa Sea Cadets — Navy League	3,000.00
Salvation Army	5,800.00
Victorian Order of Nurses	2,500.00
Women's Welfare League	11,665.00
Oshawa Girl Guides Association	2,800.00
Royal Canadian Army Cadets	250.00
Y.W.C.A.	12,500.00
Community Recreation Association	17,500.00
East Whitby Welfare Council	5,000.00
St. John's Ambulance Society (Oshawa)	600.00
Christmas Cheer Fund	1,200.00
Administration and Publicity	4,085.00
TOTAL	$ 84,000.00

Funds for Navy League - Oshawa Sea Cadets are to be held until such time as a sponsoring body of Oshawa citizens satisfactory to the Community Chest Executive has accepted responsibility for the operation of the Sea Cadets.

CAMPAIGN DATES: OCTOBER 19-29



Contestants busy in C R A wood-shop, building their Racing Cars for the Soap Box Derby, largest event of its kind in Canada.

THE GOOD "NEW" DAYS

The Oshawa and District Community Recreation Association and the 7 Recreation Associations which serve East Whitby Township have, with financial help from the Community Chest, become accepted institutions in the recreational life, both young and old, throughout Greater Oshawa.

The summer of 1949 has seen the addition of Valleyview, Storie, Woodview and Eastview Parks to the list of 14 neighbourhood parks, on which the Oshawa C.R.A., in conjunction with the city's Neighbourhood Associations, provides an all-day programme for young and not so young alike, while the opening of the North Oshawa Park this summer has completed the circuit of 8 community parks which serve the people of East Whitby. In Oshawa over 2,600 youngsters, or more than one in every two of Oshawa children of school age, have taken part daily in the C.R.A. playground programme and an average of 6,800 children and adults, or one in four of the citizens of Oshawa, have made daily use of the facilities provided by the Association.

The swimming and water safety programme has enabled 152 youngsters to learn to swim under qualified C.R.A. instructors and lifeguards and as many as 1,000 youngsters and adults a day to enjoy themselves in the water with safety and comfort.

During the winter months the provision of purposeful recreation and healthy recreation goes on in the Oshawa Recreation Centre on Gibbs Street, in schools and public buildings throughout E. Whitby, and a wide range of leisure time activities provided under qualified instructors of the C.R.A. caters to the physical, cultural and social needs of the community. During the spring of 1949 over 4,000 children and 5,000 adults used the facilities of the Recreation Centre every month.

As a Red Feather service C.R.A. costs those who support the Greater Oshawa Community Chest only a few cents for every citizen who makes use of C.R.A. facilities, and the Association's contribution to the good life and happiness of people of all ages in Greater Oshawa pays a dividend which cannot be measured in dollars and cents.

RED FEATHER IS 15 CAMPAIGNS IN ONE

The Community Chest for Oshawa and East Whitby is holding its annual campaign for funds from October 19th to 29th with an objective of $84,000. 15 different organizations that serve 35,000 people in Oshawa and East Whitby have joined in this annual appeal to our community for money to carry on their work for another year.

STEWART ALGER
General Chairman

In brief, here is the Chest story—for nine years in Oshawa, and now extending into East Whitby, we have had "One Campaign A Year" to raise money for the social and welfare work of the community. This annual appeal has been accepted by our people as the best plan yet devised—"it saves time and money."

Time is saved for not only the donors who are not called on for fifteen separate appeals, but also the canvassers who voluntarily give their time to the Chest. Campaign and administration expenses are kept to a minimum — think of the cost entailed by fifteen separate campaigns. By comparison with other Community Chests, Oshawa's administration cost is one of the lowest in Canada. Your contribution goes for the purpose it is generously given—to help carry on the work of 15 agencies banded together in the Chest.

Budgets of these 15 participating organizations have all been carefully investigated and checked by the Executive of the Chest. While there have been modest increases in some instances, made necessary by the increased cost of operation, the overall total is substantially the same as 1948.

The work of the Chest is to study our community's needs and to raise funds annually to enable these local Agencies to carry on their work. We

(Continued on Page 4)

Young musical talent being developed early at Simcoe Hall.

SYMBOL OF COMMUNITY SERVICE

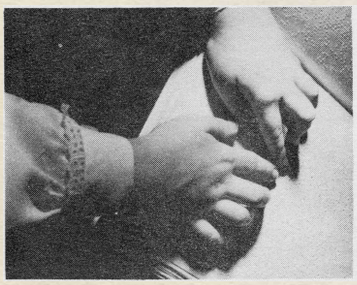
Call it not giving
When the challenge comes
To meet the debt one owes
To fellow-men
To community
And to those
Who labour without end
To ease the load
Of those less fortunate.

Call it not giving
When the cry of need
Goes forth
To fill the chest from which
Fifteen noble groups
Of men and women
Serve their community.

It is not giving
to share the burdens
Of others;
To share the goods with which
We have been blessed
So that the sick, the aged,
The children and the youth,
May know that here
In Oshawa
There are those who care.

Let us then share
In fullest measure
So that when the drive
To fill the chest is over,
It shall be filled to overflowing
By those who feel
The high privilege
Of sharing,
And of paying out in full,
The debt we owe to others.

—Mac.



A LIGHT UNTO MY PATH

The work of the Canadian National Institute for the Blind needs no explanation, but the Greater Oshawa Community Chest is proud that it helps to keep the light burning for 31 local blind people.

Chest Executive Democratic

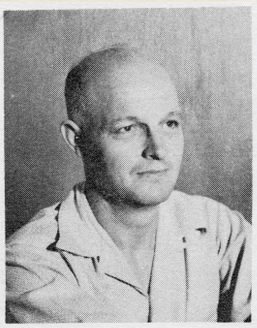
The Executive is elected at the annual meeting and administers all business relating to the Chest. It is a representative group of all citizens of Oshawa and East Whitby's industry, labour and business. Six meetings were held last year. Annual report and financial statement is published, copies of which are available, or any other information will be gladly given at the Chest headquarters, 37 King St. E., phone 2127.

EXECUTIVE — 1949

Hon. Chairman — Col. R. S. McLaughlin
Hon. Vice-Chairman — George Hart
General Chairman — S. R. Alger
Vice-Chairman — L. W. Currell
Secretary — S. T. Hopkins
Campaign Manager — Murray Johnston
Asst. Manager — Harry F. Millen
Publicity Chairman — Don Allman

EXECUTIVE COMMITTEE — A. R. Alloway, Robert Argo, J. H. Beaton, P. R. Clark, James Connor, N. H. Daniel, J. J. English, M. J. Fenwick, F. Johns, Hayden Macdonald, Frank McCallum, Lloyd MacInally, W. E. Noble, J. W. Powers, Paul Purves, Major H. G. Roberts, Douglas Smart, Michael Starr, Mayor; Douglas M. Storie, Gordon Wanless, W. A. Wecker.

Labor Endorses Community Chest



ED. CLINE
President, Oshawa and District Labor Council

I regard our Community Chest drive as a neighbourly gesture—an annual effort of our community to raise funds co-operatively for the benefit of our city and its people.

I don't consider Community Chest agencies merely as charitable organizations doling out money to the needy. Rather they are designed to provide Oshawa with such needed services as recreation facilities, child care, visiting nurses, and so on.

The Red Feather is a symbol of generosity. I am confident every citizen who is able will support this fund.

There may be some persons who are critical of the activities of one or another of the agencies forming the Community Chest. That is their right. No organization is perfect, and constructive criticism should help improve its work. However, we should not withhold our support of the Chest because we are dissatisfied with the activity of one or another agency. Let us show a neighbourly spirit and give as much as we can.

As president of the Oshawa and District Labor Council, I urge union members in Oshawa plants to give the Community Chest drive their wholehearted support.

GEE, MOM, THAT HURTS!—Last year, approximately 4,000 visits were to people requiring medical aid; over 50% of V.O.N. visits are made free.

Boy Scouts Prepare for Tomorrow, Today

Over 1,000 Oshawa boys find in Scouting the opportunity they are seeking, a jolly outdoor recreation. Working and playing together in small Patrols, these boys, under the guidance of experienced and understanding Leaders, take part in camps and hikes which not only teach them how to live and be comfortable in the open, but endows each one with a knowledge and love of the woods and streams and all the teeming life of nature to be found therein.

In addition to these camping and backwoods activities, Boy Scouts meet weekly in their Troop headquarters. Here they develop efficiency in handicrafts and hobbies which are valuable to themselves and in turn help them to render useful service to other people. Once the basic principles have been learned, these subjects are mastered through games and competitions which are enjoyed as much by the instructor as the boy; indeed, the instructors may aptly be termed elder brothers, since they join in the fun, and the boys do the educating themselves. Herein lies the ideal environment in which principles of personal honour, loyalty to oneself, one's fellows, home and country are instilled. Sportsmanship, obedience, cleanliness, in short good sound citizenship are the main pillars of the Scout Movement.

Add to this the wonderful facilities provided at Camp Samac, which is

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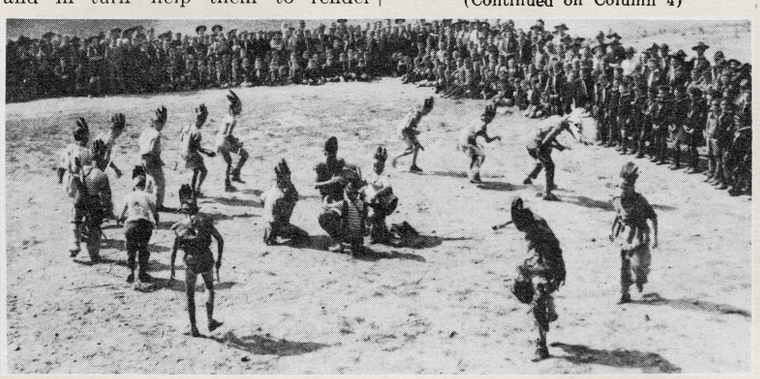


"BE PREPARED"—to do your utmost for this year's Community Chest Campaign, as the Boy Scouts' Association prepares the boys of today for their responsibilities as good citizens of tomorrow.

Qualified leadership is the keynote of the year-round activities of Oshawa's Girl Guides, and in this picture some of Oshawa's Guide leaders of the future are learning various phases of Guide work.

Oshawa Girl Guides

The Girl Guides for countless number of years have been a symbol of ideal girlhood. It has stood as a symbol and beacon for every young girl, who by attending weekly meetings, whether as a Brownie or a Girl Guide, will derive the benefits of organized activities and at the same time learn to become a successful citizen.

During this past year, the new Girl Guide House has been completed and now serves as a centre of activities such as meetings for the Companies, Executive Council, Local Associations and Mother's Auxiliaries.

This year as in the past special emphasis was placed on camping with many girls attending the various camps throughout the province. It is your contribution to the Greater Oshawa Community Chest which is making Oshawa girls leaders in every walk of life which they are engaged.

Wherever Oshawa citizens gather, it is the St. John's Ambulance Society which stands by to render first aid and trained assistance in any emergency.

The men, women and young people who make up the personnel of the Society voluntarily give of their time and energy to take the specialized training that alone can fit them for their task of tending the sick and succouring the distressed.

(Boy Scouts, Cont'd. from Column 3)

within easy hiking distance from the northern limits of the city. Samac, with its Scout Cabins for all winter camping, its spacious property for summer tenting, its main building for Leader training conferences, its beautiful lake for supervised boating, swimming and skating, and you have some of the reasons why Scouting is becoming ever increasingly popular with the boys of our city.

Through the Community Chest, the Boy Scouts Association is appealing to the generosity of the citizens of Oshawa to maintain these facilities for the boy in your midst.

Women's Welfare League of Oshawa

The WOMEN'S WELFARE LEAGUE OF OSHAWA maintain and operate Simcoe Hall on a year round basis, during which time a complete programme for both children and adults is carried on.

Activities are extensive, requiring a staff of paid supervisors as well as the help of volunteer workers from the Women's Welfare League.

As of June 30th, 1949 the enrolment at Simcoe Hall numbered 686, and for a six-month period the attendance totalled 17,912.

Organized activities include Speech Classes, Music School, Dressmaking, Sports of all kinds, Art Courses, many forms of Crafts, Stamp Collecting and an older boys' club which publishes its own newspaper.

The Book Says—Building a Radio is just as much fun as the countless other forms of recreation provided for the youngsters who use the facilities of Simcoe Hall.

Of major importance is the Nursery School, which is in operation every morning during which time, 60 children, 4 to 5 years of age are in attendance. Education includes cutting, colouring, pasting and organized games. The children are also given cod liver oil, tomato juice, milk, biscuits, etc., and each child is examined periodically by a Health Department doctor with a nurse in attendance.

The Library is enjoying a great deal of popularity as evidenced by a circulation of 4,704 for the six-month period ended June 30, 1949. It is to be hoped that Simcoe Hall, through the help of the Oshawa Community Chest, may be able to continue to provide the year-round leadership and facilities described in the foreground for the benefit of all who may attend the various clubs and classes in the future.

CHILDREN'S AID SOCIETY

It appears to be a little realized fact, and one which cannot be emphasized too much or too often, that true Social Work is preventative in its nature, rather than remedial. It is to this end that the Children's Aid Society has been striving. However, needless to say, this is not always possible and much time is taken up with unmarried parents and their children, and the supervision during the probationary period of children placed for adoption. During the past year, the Social Workers of the Society have had 4,914 contacts with various families concerned.

It is to be hoped that through the untiring efforts of these Social Workers, situations such as these can be eliminated entirely.

Happy faces at Radio Park, one of the seven community parks operated by the East Whitby Recreation Associations.

A MESSAGE TO MY FELLOW CITIZENS

Once a year there comes to all of us in Greater Oshawa, the opportunity to share the burdens of maintaining social agencies which make for a better, healthier and happier community. We are fortunate in having these agencies serving our citizens, old and young. We are more fortunate still in that they have sensed the wisdom of pooling their needs and combining their appeals for public support in one united campaign.

Through the years, since the Community Chest was established, the people of Oshawa and district have made an enviable record in maintaining the services provided through their contributions. They have shown they have faith in the work which is being done by the agencies which are united in the Chest campaign. They have recognized the wisdom of having one joint appeal each year, instead of a multiplicity of appeals and campaigns, with resultant chaos and administrative costs. The Community Chest method ensures that our citizens will receive the maximum value in services for the dollars they invest in the fifteen organizations asking for their support.

My fellow citizens can have absolute confidence in those self-sacrificing people who are giving active leadership in the Greater Oshawa Community Chest Campaign. The objective which has been fixed represents the minimum requirements of the fifteen organizations to enable them to continue their work effectively. Their budgets have been carefully scrutinized by the Chest executive, which gives an unqualified assurance that the sum asked for is urgently required by the participating organizations. By combining their appeals in one campaign, they make it possible for all to give generously because we are asked to give only once.

I have every confidence that in the 1949 campaign the good citizens of Greater Oshawa will rise to the occasion generously, as they have done in all the previous campaigns. The co-operation and assistance of every citizen is nevertheless necessary to ensure that all the Red Feather services will be adequately financed to carry on their work during the next year.

By joining as citizens, and each doing his and her share, we can keep this Oshawa of which we are so proud, a better, happier and more co-operative community for all of its people.

R. S. McLaughlin

Honorary Chairman,
Greater Oshawa Community Chest.

FROM CHILDHOOD TO THE GOLDEN YEARS—The Greater Oshawa Community Chest serves every age.

Child Care is very important. Last year approximately 500 visits were made to mothers of newly born babies.

This is just another of the Services provided by the V.O.N.

Oshawa Branch V. O. N.

For a six-month period ending June 30th, 1949, a total of 1,942 visits were made by the V.O.N. to people requiring medical aid. These visits were broken down into the following divisions:

New born, 309 visits; mothers, 256; prenatal, 47; pneumonia, 31; cancer, 36; chronics, 405; medical and surgical, 615 visits. The remaining calls were made for health instruction purposes.

Some of the fees for these visits are covered by insurance policies, some are full or part paid by the family, and others are free—as in the case of old age pensioners.

The prenatal classes which were commenced last year proved a success and are to be continued this year, being carried on as before by the Board of Health and V.O.N.

SALVATION ARMY

(Continued from Page 1)

extend help when this help is required, whether it be a roof to the homeless, medical aid to the suffering, food to the hungry or spiritual consolation to the sick at heart.

To those without hope or faith, to those who seemingly are society's outcasts, The Salvation Army is ever a faithful friend, seeking to return value and meaning to life, giving courage to start again, to work again.

These days are days of new beginnings for thousands who are the victims of post-war upheavals and confusion. And once again The Salvation Army is on the march, helping others "to rise on stepping-stones of their dead selves to higher things".

Serving with "heart to God and hand to man," The Salvation Army needs and merits the help of all compassionate people.

Whenever need arises, The Salvation Army does not hesitate. Help this organization to meet future needs by not hesitating when your contribution is asked for.

ONE HELPING HAND

Supports the fifteen public service agencies, all worthy of your full support. The Community Chest offers you this opportunity to——— GIVE GENEROUSLY FOR ALL

East Whitby Welfare Association

East Whitby Welfare Association has made steady progress through the past three years.

In the field of recreation the programme has broadened out to include such activities as: supervised games in the parks, swimming trips, ball leagues, archery, leather-craft, weaving and community nights.

The winter programme includes hockey rinks, community dances, and handicrafts.

Parks have been set up in Westmount, Harmony, North Oshawa, Thornton's Corners, Columbus, Raglan, Maxwell's and Union's No. 6. Paid supervisors are in charge of some of the centres and other areas are seriously considering this angle.

It is estimated that over one thousand children are taking advantage of activities sponsored by East Whitby recreation.

The Welfare Committee has assisted needy families with bedding, layettes and clothing. Some children have been assisted in attending summer camps where the Township Nurse felt help was necessary. Assistance has also been given to burned-out families.

Four hundred dollars was spent in distributing Christmas Cheer to old age pensioners, families on Mother's Allowance and others in need.

East Whitby Welfare Association deserves the whole-hearted support of every person in the township.

Local President Urges Support

W. L. GRANT

Organized labour has become an important part of the community and as such, has duties to fulfill. For this reason, I urge all members of Local 222 to support the Greater Oshawa Community Chest drive as generously as possible. "HELP OTHERS TO HELP THEMSELVES."

Christmas Cheer

The Oshawa Christmas Cheer Fund last year reviewed and gave assistance to 478 individual cases. It is hoped that by working in this manner more people each year, can be given the necessary assistance in enabling them to make their festival season one of joy and gladness.

Christmas Cheer is as old as Tiny Tim himself, of Dicken's Christmas Carol, and as long as we have those less fortunate than ourselves, we cannot have peace of mind until we know that they have been given a helping hand to make their burden just a little bit lighter and easier to carry.

How much more would we enjoy our Yuletide season of happiness and cheer, if we knew that in someplace, somewhere, a fellow being has not been deprived of this happiness.

15 CAMPAIGNS IN ONE

(Continued from Page 1)

do not direct any of their activities but through our Executive, we endeavour to be very familiar with their work in order to properly appraise the value to the community so that all may be best served. The Chest Executive members are a good cross-section of Oshawa and East Whitby—representatives of Industry, both Labour and Management; Retail and Professional Business, also the Agencies. Each year a financial report is issued giving complete details of the campaign and the Chest's activities.

We should feel very proud of the work being done by these Agencies so unselfishly for the members of our community at large and while as individuals, we may feel more sympathetic to some appeals than to others, it is the feeling of the Executive that all are equally deserving of the support of the Chest. Through the years Oshawa has become one of the best organized cities in Canada —with parks, playgrounds, recreation centres, swimming pools, and many other fine assets; all of which make our city a fine community in which to work, do business and live. Let us preserve this heritage and through our Community Chest all work together for the common good.

Please have your donation ready for the "Red Feather" canvasser when he calls—do not ask him to call back as he is already generously giving of his time.

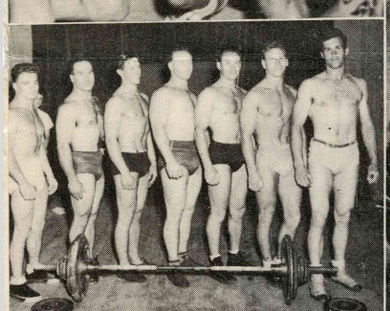
I would like to pay tribute to our Campaign Committee and its Canvassers. This will be Oshawa's ninth Community Chest Campaign and many of our workers have been active in every drive. Their enthusiasm and your open-hearted response has made it possible to exceed our objective each year. Let's do it again in 1949 — give generously and wear the Red Feather proudly; it is your badge of membership in a good community.

Y. W. C. A.

The Y.W.C.A. is another organization which for many years has been carrying on a multitude of activities for the women of the world, and are still continuing to do so.

To the large successful programme in operation, the directors included a "Stay-at-Home" Camp for 100 girls, ages 9-12 years, a Summer Fun Club and the usual fall programme of exercise groups, clubs and crafts. To enumerate on every class, activity or meeting which is held within the walls of the beautiful Adelaide House would take far too much space, but during one six-month period 678 meetings were held at the Y.W.C.A. with an attendance of 19,250 people.

For an organization of this size to carry on, a great deal of financial assistance is necessary and can only be realized when you—as a citizen—contribute to the Oshawa Red Feather Campaign.



HOW C.R.A. BUILDS BETTER CITIZENS

1. *Champions in the making.*
2. *Children's music, ballet and dramatics at the McLaughlin bandshell.*
3. *Training in swimming and water safety.*
4. *Craftsmanship and skill in Canada's biggest racing car derby.*
5. *Physical education and sportsmanship for youngsters and adults alike.*
6. *Family fun and abundant living on Oshawa city's parks and playgrounds. There are 22 playgrounds under supervision in Oshawa and East Whitby.*
7. *Games, dancing and simple crafts daily for the tiny tots.*
8. *Thousands of Oshawa citizens learn to co-ordinate hand, eye and brain in the C.R.A. craft shops.*
9. *The annual C.R.A. Hobby Fair gives abundant proof of the leisure-time skills of the people of Oshawa.*